

## **Historic, Archive Document**

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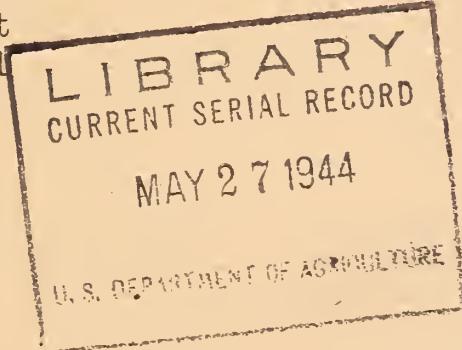
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CAMPAIGNS REPORT NO. 30

November 4, 1943

## PRODUCTION GOALS CAMPAIGN

Subject	Assigned	Status
RADIO		
Farm Flashes:		
Farming on Warpath	Fox, FSA	Cleared
Prepare for Soybean Damage	Reynolds, OI	"
Runs Model Dairy	Fox, FSA	"
Blight Potato Blight	Reynolds, OI	"
Saving in Handling Fertilizer	Reynolds, OI	"
Saving Hog Feed	Reynolds, OI	In preparation
Cotton Report	Briggs, FDA	" "
New Naval Stores Program	Randall, FS	In clearance
Wartime Timber Project	"	" "
Mesquite Brush Control	"	" "
INS and PA:		
Stewards of the Soil	Herndon, OI	Cleared
Network Broadcasts:		
Nov. 8, Blue "Farm and Home Hour" "Flood Loans to Help Farmers Meet 1944 Food Goals" Dale B. Jacques, FSA and Wallace Kadderly	Fox, FSA	In preparation
Nov. 12, Blue, "Farm and Home Hour" "My Farm Was in Shape" Paul E. Johnson, Sr., farmer, North Carolina; Lawry W. Churchill, farmer, New Hampshire; (by transcription) and Wallace Kadderly (live)	Heinen, AAA	Prepared
Assisted in preparation of 5 minute speech on Stewart, AAA oil crops given over National Farm and Home Hour by Ed Johnson		Out
Prepared five-minute radio script on Livestock-Feed Situation for use by North Central.	Emerson, AAA	Out
Bang's disease control.	Burch, ARA	Cleared
PRESS		
Poultry plan chart issued	Burch, ARA	In clearance
Pork cuts analyzed chemically	Burch, ARA	In clearance



Subject	Assigned	Status
USDA develops Norelac, a new film-forming resin	Teuton, BAIC	Issued Oct. 27
Andean currant tomato stands high as improver (Clip Sheet)	BPI SAE	In clearance
New oats strains raise figures in crop reports (Clip Sheet)	BPI SAE	In clearance
Oats more than hold their own notwithstanding horse losses	BPI SAE	In clearance
Lupines good for Gulf-coast soils	BPI SAE	In clearance
Placards on Orderly Hog Marketing for County AAA offices	Beckman, AAA	In preparation
Photos of first farmer to receive dairy feed payment, for use in the press.	Beckman, AAA	Completed
State War Board Certificate for county awards.	Beckman, AAA	Designed and in clearance
Preliminary work on compiling record of goals meetings in North Carolina region for limited public distribution	Emerson, AAA	In preparation
Completed and mailed handbook materials, including charts on food allocations for 10 North Central states.	Emerson, AAA	Out
Completed and mailed separate outlines for five discussion topics at district goals meetings in Missouri at request of Missouri AAA.	Emerson, AAA	Out
Wrote speech for N. E. Dodd to be delivered November 10 before American Bankers' Association, at St. Louis.	Hall, AAA	Completed
Three 250-word articles for BANKING Magazine.	M. Beckman, AAA	Completed

FOOD FIGHTS FOR FREEDOM CAMPAIGN

Subject	Assigned	Status
<u>INS and PA:</u>		
Outlook for '44	Cohan, FDA	Cleared
<u>Network Programs:</u>		
Nov. 8, CBS "Home Front Reporter" Roy F. Hendrickson, FDA "Food Fights for Freedom"	Molohon, FDA	In preparation
Nov. 9, Blue, "Famous Jury Trials" Roy F. Hendrickson, FDA "Food Fights for Freedom"	Molohon, FDA	In preparation
Nov. 6, Blue, "Farm and Home Hour" Marvin Jones, War Food Administrator 4-H Club Program -- "Food in War"	Francis Flood	Prepared
Labor's Food and Nutrition Exhibit	Hagen	Completed
Final "Food Really Fights" drawing in NEA series.	Beckman, AAA	Completed
Nov. 10, Blue, Farm and Home Hour "One Way To Make Food Fight" Mrs. H. W. Burton, Philadelphia Council of Defense and Don Lerch, FDA	Lerch, FDA	In preparation

PRICE AND RATIONING CAMPAIGN

PUBLICATIONS

Facts You Should Know (OPA Series of Round-up Statements) No. 2. Price Control (See list in last week's report for those still in preparation)	OPA	Completed
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RADIO

Radio Round-up On Food Price Control Facts	Cohan, FDA	Completed
Federal Food Reporter, WTOP Making Ration Points Stretch Farther Under New Values	Cohan, FDA	Completed
Servel Electric, CBS <u>New Meats-Fats Consumer Point Chart</u> <u>New Processed Food Point Chart</u> <u>Jams-Jellies Rationing</u>	Hemphill, OI	Completed

Subject	Assigned	Status
<u>Consumer Time, NBC</u> <u>Ration Dates With Your Government</u>	Dickey, FDA	Completed
Farm Flash <u>Farmers Ration Coupon Reports</u>	Briggs, FDA	Completed
Memo for Farm Program Directors <u>Home Slaughter and Point-Free Consumption of Meat</u>	Kadderly, OI	Completed
<u>LETTER to State Extension Editors</u> Home Slaughter and Point-Free Consumption of Meat	Wilson, Ext.	Completed

FACT SHEET

<u>No. 53 - Passenger Car Tire Situation</u>	OPA	Completed
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FARM SUPPLIES AND TRANSPORTATION CAMPAIGN

(See last week's report for pending materials.)

NUTRITION AND FOOD CONSERVATION CAMPAIGN

Homemakers' Chats:

Safety in School Lunch Room	Wharton, OI	Cleared
Q & A - Equipment	Wharton, OI	Cleared
Kitchen Intruders	Wharton, OI	In clearance
One-Way Ticket for Food	Overby, OI	In clearance
Spices	Burns, FDA	In clearance

Farm Flash:

Compressed Food	Briggs, FDA	In clearance
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INS and PA:

School Lunch Story	Cochan, FDA	Cleared
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Network Programs:

Nov. 13, CBS "Fashions in Rations" Don Payne, FDA - "Soya Products for Human Food"	Molohon, FDA	In preparation
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U.P. Vitamins for Victory:

Molasses for Minerals	Hagen, FDA	Completed
Little Pigs Go To Market	"	"
Dressing in a Hurry (salad)	"	"

Subject	Assigned	Status
Salmon Shift Scenes	Hagen	Completed
The Lightweight Champions (compressed food)	"	"
PRESS		
What's the score in the kitchen? (Food and Home Notes)	Davis, BHNHE	Completed
Leftovers - some are planned, some just happen (Food and Home Notes)	Pundt, BHNHE	In preparation
U. S. meets new food - soya flour (for AP)	BHNHE	Oct. 27
RADIO		
More enrichment for flour and bread	VanDeman, BHNHE	Oct. 26
They eat it and like it.	VanDeman (with Mary Barber, Army Quartermaster Corps)	Nov. 2
Farm and Home Hour - Nov. 9.		
Get the most from your Thanksgiving bird	VanDeman, BHNHE	In preparation
Material to Clementine Paddleford for overall story on enough food for health in 1944 - THIS WEEK	Nichols	Finished
Hendrickson notice on better food for war workers will be saved for January issue of WOMAN'S DAY so it can be followed with recipes, tips, etc.		Finished
School Lunch piece to be sent to 42 state teachers magazines	Solomon	In clearance
Quizzes on each of Basic Seven groups requested by AMERICAN COOKERY	Fairfield Van Horn	In preparation
Handbook on community food preservation	Van Horn	Assigned
Table mat copy on Nutrition for Philadelphia company	Clark	In preparation
Nutrition Notes for OWI Services	Fairfield	Finished
Community Canning Plans (FFFF)	Burns, FDA	Cleared
Chicken Canning Questions (FFFF)	Overby, OI	Cleared
Q & A: Vegetables-Soya Grits - No-point Stew	Wharton, OI	In clearance

<u>Subject</u>	<u>Assigned</u>	<u>Status</u>
Q & A: Gravy-Salad-Pies	Wharton, OI	In preparation
Left-Overs (FFFF)	Overby, OI	"
Your Home Front Reporter: "The Origin and Growth of the Clean Plate Club"	Hoffman	Finished
Federal Food Reporter: "Popeye's Vitamin A Special" - soya - Potatoes	Hoffman	Finished

FARM LABOR CAMPAIGN

RADIO

Farm Flashes:

Year Round Women Workers	Reynolds, OI	In preparation
Seasonal Women Workers	" "	"
Training Farmer Employers	" "	"

Transcription:

Florence Hall on subject of WLA, for OWI Overseas Radio Service.	Bailey	In preparation
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PRESS

News release on meeting of VFV Advisory Committee	Hancock	In clearance
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(See last week's report for other pending materials.)